# R. J. REYNOLDS
## Tobacco Company

J. A. Morris
Philadelphia Chain Department
(610) 353-8666

****RESEND - Please note changes in 2nd burger dot**

TO: M. J. McHugh, G. P. Mitchell, D. L. James, G. R. Teeter, R. L. VanSickle, F. J. DeJong, K. L. Myers, Jr., B. K. Pearson
All RJR **Retail Managers** with Acme Responsibilities in Divisions 1221, 1226, 1326, 1330, 1332, 1334, 1622 and 1738
For Distribution through ROUs: 1210, 1310, 1610 and 1710

SUBJECT: **Acme Markets Retail Survey**
**Acme Markets (CID #0320-00-00)**

Ladies & Gentlemen:

Acme Markets Headquarters has requested a survey on current cigarette merchandising in all stores. I would appreciate the following information to be faxed to my office by December 30, 1995 (Fax #610-359-1576).

The information required is as follows:

- List store number and address of any location that currently does not have the capability to merchandise cartons and packs at the courtesy booth i.e., cigarettes need to be visible.

- As per above instructions please advise any locations that would not have the capability toconvert to a curosity booth for the purpose of promoting non-self service cigarettes.

This is the only information needed at the current time. I would appreciate it if you could gather a total recap from Retail Reps and fax the information to me after is completed for your division.

I will advise you at a later date of any merchandising changes for 1996.

Sincerely,

J. A. Morris
JAM/dmo

| Sales | | Retail | |
|---|---|---|---|
| 1221 | 1, 2, 3 | 1222 | |
| 1222 | | 1223 | |
| 1223 | | 1226 | 24, 25, 26, 27 |
| 1224 | | 1229 | |
| 1225 | | ROM | |
| 1226 | 2, 3, 4 | PC | SC |
| 1229 | | MC | PA |
| 1240 | | | |
| 1244 | | RSM | RBM |

51853 2837

Source: https://www.industrydocuments.ucsf.edu/docs/trln0000